

sion have been selected and subjected to the research needed to prepare factual presentations. Other organizations have been contacted so that they may be informed of the availability of qualified speakers from the ranks of medicine. Plans are being made for the preparation of comparable material to be used by county societies and their members in meeting speaking requests in their own areas.

If one qualified and respected medical speaker can make an impression on an important group of representatives of other lines of endeavor, medicine's image will be improved. If such a result can be multiplied time and again, the image will be still further improved. As a by-product, the spoken word delivered in this manner may make news which will bring the printed word into play. This combination may go far in the image-improving effort.

The "image" is subject to many treatments and can be changed by a variety of media. John D. Rockefeller changed his image by giving away shiny dimes, Andrew Carnegie by endowing public libraries.

Medicine's opportunity today appears to be through the use of the spoken word. If truth is to prevail and if truth can be widely disseminated by the spoken word, here is the opportunity for image-changing. It is unfortunate that a change is indicated but since this is the case, this seems a splendid way to start the conversion process.

Congress on Medical Quackery

ONE OF THE perennial plagues in our country, as in all countries, is medical quackery. Whether it be the witch doctor with his incantations and exotic brews or the more modern slicker with his electronic neon-tubed gadgets, there seems to be a continuing fraternity of those who would enrich themselves at the expense of human suffering.

Today's quacks are concerned primarily with cancer, a disease which has so impressed itself in the fear portions of the brain that its real or fancied victims are exceptionally prone to a quack attack.

Control of quackery and the problems of stamping it out or impeding its spread, have long occupied one part of medicine's overall program. The American Medical Association has for many years devoted a great deal of effort to this task. More recently the A.M.A. has been joined by the Post Office Department, the Federal Food and Drug Administration and the Federal Trade Commission.

To gather together some of the stored information of these forces and to explore the possibilities of further control, the A.M.A. has scheduled a Congress on Medical Quackery to be held in Washington, D. C., in early October.

From the pooled resources of these groups there will likely emerge some specifics for the protection of the public interest against the charlatans. The public interest demands some action and this appears to be an excellent starting point.

